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Chiquita Announces First National Online Resource to Enable Consumers to Discover Origins of Fresh Express Salads

Leaf Locator™ Tool Reveals Unique Behind the Scenes Practices to Discover “Your Salad Story™”

CINCINNATI – March 24, 2010 – In an unprecedented move by the leading U.S. producer of value-added salads, Fresh Express – a wholly owned subsidiary of Chiquita Brands (NYSE: CQB) – today announced the creation of “Your Salad Story™” micro-site and Leaf Locator™ tool, a powerful new online resource that enables consumers to identify the growing region of their particular salad product and to follow the journey of Fresh Express salads from seed development, growth in the fields and master blending all the way through to distribution for store shelves.

Located at www.freshexpress.com/story, the “Your Salad Story™” micro-site reveals many of the company’s behind-the-scenes comprehensive quality, food safety and business practices so consumers can better understand why Fresh Express salads are so fresh, flavorful and why they’re the smart salad choice.

Providing salad consumers with the innovative and proprietary Leaf Locator™ tool marks an important advancement in consumer engagement. Knowing where food comes from – and that rigorous food safety practices are in place – is of growing importance to consumers and retailers alike.

“Fresh Express is empowering consumers with a comprehensive resource and tool to learn more about why their salads are so fresh and the extreme care taken to deliver a fresh and delicious salad,” said Fernando Aguirre, chairman and chief executive officer of Chiquita. “For the first time, consumers of value-added salads will gain new insights into the rigorous safety practices used in making their salads and will be able to learn important information about where they are grown. This new level of engagement will further enhance the trust consumers place in the Fresh Express brand and underscores our commitment to invest in new advancements, technologies and practices that benefit our consumers.”

Consumers can quickly identify their salad’s growing region by entering a specific Leaf Locator™ code printed on the outside of the package. The Fresh Express Leaf Locator™ code is now available on 60 salad varieties and package sizes (excluding Coleslaw and organic salads) in more than 24,000 grocery stores nationwide.

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The company's comprehensive approach to freshness, quality and food safety is a significant focus of the new online resource. The unique Fresh Express prevention-based food safety program, a comprehensive set of synchronized practices and standards used in the creation of all Fresh Express salads, is also showcased.

Visitors to the "Your Salad Story™" micro-site can also tour Fresh Express growing regions and learn about unique climates and cultivation conditions as well as a wealth of other key information. Profiles by individual Fresh Express salad experts provide insights into seed development, harvesting, cooling, master blending, food safety, quality assurance and transportation. In addition, consumers can subscribe to receive regular newsletters, updates, recipes and tips as well as enter a sweepstakes to win a year of free salad (based on 52 bags per year).

"We created the Fresh Express 'Your Salad Story™' micro-site to show consumers that not all bagged salads are created equal and to provide them with a tool to discover the origin of their salad," said Tanios Viviani, president of global innovation and emerging markets and chief marketing officer. "The micro-site and Leaf Locator™ tool tell a unique field-to-fork story about the meticulous care we take to ensure each bag of Fresh Express salad is fresh and full of flavor."

Viviani said this new online consumer engagement and education initiative builds on the momentum created by a multi-element national consumer marketing campaign begun in 2009. Featuring high-profile television and print advertising, and the theme "consistently, deliciously fresh™," the campaign underscores the company's position as a market leader in fresh taste and produce innovations. The "Your Salad Story™" micro-site – with its consumer-empowerment dimensions – further accelerates differentiation by underscoring the value of fresh salads. The Fresh Express seed to shelf prevention program is designed to help consumers be better informed about their salad choices and what makes Fresh Express products so fresh.

Fresh Express is the nation's No. 1 salad producer and has been a leader in fresh foods for more than 80 years. Fresh Express is dedicated to providing consumers with healthy, convenient ready-to-eat spinach, salads, vegetables and fruits. For more information, visit www.freshexpress.com.

ABOUT CHIQUITA BRANDS INTERNATIONAL, INC.

Chiquita Brands International, Inc. (NYSE: CQB) is a leading international marketer and distributor of high-quality fresh and value-added food products – from energy-rich bananas and other fruits to nutritious blends of convenient green salads. The company markets its healthy, fresh products under the Chiquita® and Fresh Express® premium brands and other related trademarks. With annual revenues of \$3.5 billion, Chiquita employs approximately 21,000 people and has operations in nearly 80 countries worldwide. For more information, please visit our corporate web site at www.chiquitabrands.com.

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